



HEADQUARTERS
NORTH CENTRAL REGION, CIVIL AIR PATROL
United States Air Force Auxiliary
Post Office Box 11755
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1 June 2008

Region Public Affairs Plan

I. Introduction

This annual plan, required to be prepared annually by CAPR 190-1, represents the plans of North Central Region for its Public Affairs Program, including regular marketing communications, mission communications, and crisis communications. It was prepared by Major Al Pabon, Director of Public Affairs, and Col Steven Kuddes, Region Commander, in consultation with other staff officers.

II. Situation Analysis

The North Central Region of the Civil Air Patrol (CAP) encompasses the seven states of North and South Dakota, Minnesota, Iowa, Nebraska, Missouri and Kansas. The region is diverse, geographically, ranging from major metropolitan areas to some of the most rural, low population counties in the United States, and from flat, rolling prairie to the highest mountains between the Rocky Mountains and the European Alps.

The region consists of 134 units (including HQ units) and 4262 members (1696 cadets and 2566 seniors). Approximately 75% of the units have a PAO assigned.

The region headquarters organization is responsible for program management in the wings and coordination among the wings and units.

- **Strengths:** The region has a diverse, experienced staff that is committed to the highest ideals of volunteer service. The staff makes excellent use of technology to promote collaboration at a distance. The region is an acknowledged leader in all of its missions and is serving the local communities and the nation. In Public Affairs, the region has an experienced, motivated staff.
- **Weaknesses:** The staff is decentralized, with members in every wing of the region, making it rare that staff members can meet and interact with each other in person. This also complicates the process of mentoring and supporting staff in subordinate units. Not all wings have wing PAO's (3 wings need a full time PAO) and many local units either have no PAO or an ineffectual PAO. One wing has been identified as having no certified Mission Information Officers.
- **Areas for Improvement:** Areas for improvement include increasing the effective members of the wings, furthering interoperability within the region and inter region communication. The region PAO needs to focus on the recruitment, training and retention on highly motivated members to serve as PAO's and MIO's.
- **Opportunities:** CAP in the region has had high-profile missions in the last year that reflected well on the organization and the region has made strides in putting mutual support, interoperability and joint training into effect. National accomplishments in Public Affairs have provided a high level of energy, networking, and enthusiasm in the program.
- **Threats:** CAP units in the region vary in their health, from active dynamic teams to small units that struggle to survive. The need for further training and professional development is constant. Many local unit PAO's are relatively new members who are inexperienced at the functions of the program.

- **Major Events:** Each year the region conducts a Region Conference, Cadet Encampment, Region Staff College, Chaplain Service Staff College and numerous training opportunities. In addition each wing also conducts many of these activities in addition to Emergency Services training/operations and Flight Encampments.

III. Regional Goals

North Central Region has established the following goals for 2008:

- A. Good management and accountability of funding and resources.
- B. Coordination of training to ensure interoperability.
- C. Retention and the professional development of members.
- D. Compliance with CAP regulations, directives, and requirements of higher headquarters.

IV. Public Affairs Objectives

North Central Region has established the following PA Objectives for 2008:

- A. Support the PA/Marketing Plan, Strategies and Goals of CAP National Headquarters.
- B. Support and mentor the PAO's of the region, especially new PAO's and MIO's.
- C. Increase public awareness of CAP, its local, state, and national missions and its contributions to our nation.
- D. Promote cooperation between CAP and other aviation organizations, the military, business, industry, and civic groups within the territory of the region.

V. Public Affairs Goals and Strategies

The NCR's Public Affairs effort rests primarily in the role of program management and support.

Most external media and public contacts in CAP occur at the wing and local level, NCR's effort is one of monitoring implementation of the program in subordinate units, and providing Public Affairs services that support the wings and the region headquarters.

NCR has set the following goals for its Public Affairs Program. Each goal is described, the measures of success are provided and each goal lists which objective it supports.

As part of his routine reporting the Region PAO will summarize these measures and report to the Region Commander and the Wing Commanders/PAO's on progress and successes/failures to date.

GOAL # 1 Publish a Monthly Newsletter – NCR News

Description: The region Public Affairs staff will produce a monthly newsletter telling about CAP success stories and role models across the region and previewing upcoming activities, communication of significant missions, esprit de corps, and professional development.

North Central Region News will show how the NCR stands out and above the rest.

The newsletter will be posted on the region website.

It will primarily be an internal communications and retention tool, however it will be available for distribution to community partners, prospective members, and other interested parties outside of CAP.

Measure of Success: A Newsletter is produced and distributed monthly via the web by the 20th of each month.

Supports PA Objectives A, B, C, D

GOAL # 2 Insure that every wing has an active, engaged and trained Wing Public Affairs Officer.

Description: The success of the CAP Public Affairs program rests with each wing having an active and Engaged PAO.

NCR/PA will work with the Wing Commanders to identify candidates for this position and assist where desired by the wing in finding a Wing PAO for each NCR Wing.

NCR/PA will develop training materials including a "Wing PAO's Orientation" to support this goal as outlined in the Training Plan.

Measure of Success: Each wing has an assigned PAO that is enrolled in the PAO Specialty Track. Data comes from the monthly report issued by the Region IT Officer. The "Wing PAO's Orientation" is published as per the schedule on the training plan.

Supports PA Objectives A, B, C, D

GOAL# 3 Insure that each wing has a cadre of trained and active Mission Information Officers

Description: Brig Gen Courter in her March 2008 letter to the wing commanders stated the importance of having only qualified spokespeople speaking for CAP during operational missions. Having qualified members working this function can mean success or failure during a mission.

Measure of Success: An increase of 10% in the number of MIO's assigned to each wing. This data comes from WMIRS. NCR Conducts an MIO Workshop within the region and provides support materials via www.ncrpao.org

The Region PAO will recertify his MIO Rating and complete FEMA courses on the Mission IO/PIO Function.

Supports PA Objectives A, B, C, D

GOAL# 4 Promote and create regular submissions to the CAP News Online news service.

Description: While most news releases within the region will originate from the wing or local levels, appropriate NCR News articles and other releases will be adapted and delivered to the Civil Air Patrol News Online.

NCR/PA will promote the distribution of news stories and releases to CAP Online News and the NCR News Newsletter. This will be included in appropriate training and conference updates.

Measure of Success: NCR/PA will develop a semi-annual spreadsheet that tracks the number of releases/stories published in the Online News and NCR News. This will be reported to each Wing Commander, Wing PAO and the Region Leadership.

Supports PA Objectives A, B, C, D

GOAL# 5 Insure the NCR Website is a valued source of information for CAP Members

Description: The region Public Affairs staff will collaborate, as needed, with the region webmaster/IT Officer to ensure that the website's direct and subconscious messages for the general public all reflect positively on the unit and the organization.

Measure of Success: The website is regularly updated with current content (such as the NCR News Newsletter) and meets the needs of the region staff and commander.

Supports PA Objectives A, C, D

GOAL# 6 Provide PA support for region and wing-sponsored events and activities.

Description: By order of the Region Commander, every event and activity sponsored or staged by the region or respective region staff members on behalf of the region shall have an appointed Public Affairs Officer who shall:

- Coordinate in advance with the region Public Affairs staff.
- Prepare one or more advance news releases to be delivered to the editor of the NCR News not later than the newsletter deadline of the month prior to the event.
- Prepare one or more advance news releases to be delivered to the local media where the event (if appropriate) is to be held not later than one week prior to the event.
- Collect information and photographs to "tell the story" of the event.
- Prepare a timely news release (with one or more photographs) about the event reporting its results and successes, delivered to local media where the event is held (if appropriate) and also to the NCR News and CAP News Online.

If no separate PAO is appointed for the activity, the event project officer shall perform these functions.

Measure of Success: Releases, news stories, photos and related media are generated and submitted to NCR/PA for release and archiving for "Value Added" use later.

Supports PA Objectives A, B, C, D

GOAL# 7 Mentoring and training of wing and unit Public Affairs staff and others interested members by implementing the PA Training Plan (Appendix B)

Description: Because training, mentoring and professional development is vital for wing and local PAO's, the region PA staff will develop resources and training materials that are available via Internet/distance technology.

These materials will include practical resources for daily use by PAOs, as well as professional development materials geared to the Public Affairs specialty training track and the Mission Information Officer function.

The primary communication conduit between the region PA staff and subordinate units is the region's All PAO's listserv. Updated monthly from CAPWATCH duty assignments, this listserv provides an effective vehicle for program management. In 2008, it should be used more for dialog and informal conversation among PAO's.

Measure of Success: Complete the PAO Orientation and PAO Basic Course by 31 December and complete other items as specified in the Timeline of the Training Plan and every unit has a member enrolled in the All-PAO List Serv.

Supports PA Objectives A, B

GOAL# 8 Promote and support the "Flight Plan" (Appendix A) as the basic unit Public Affairs strategy in North Central Region.

Description: The Region PAO uses the "Flight Plan" to guide PAO's and help Wing and Unit PAO's establish a direction for their programs. The Flight Plan outlines the Region PAO's goals for each squadron for the region. It is the measure that is used to measure PA program effectiveness for the Region's Unit and Wing PAO Recognition Program. It is also the cornerstone for developing support and training for unit PAO's

Measure of Success: Buy-in is measured by the effectiveness of wing/unit programs.

Supports PA Objectives A, B

GOAL# 9 Ensure each wing has a plan of action that supports this plan & CAPR 190-1.

Description: As per CAPR 190-1 each wing will develop a PA and Crisis Communication Plan. This plan will be submitted to the Region PAO (delegated region approval authority) for region level review and approval. Approved plans will be posted to www.ncrpao.org

Measure of Success: Each Wing has an approved plan posted to www.ncrpao.org

Supports PA Objectives A, B

GOAL# 10 Promote the recognition of PAO's by wings and recognize outstanding wing and unit PAO's in the region.

Description: The Region PAO will establish a process to implement the PAO Recognition program as outlined in CAPR 190-1. This process will be published at www.ncrpao.org Criteria for these awards will use the "PAO's Flight Plan" as its basis.

The Region PAO will also promote the Balsem awards in the Region and make the maximum number of nominations allowed.

Measure of Success: Each wing submits a nomination for the Wing and Unit PAO of the Year Award. NCR/PA submits 3 nominations for the Balsem Awards.

Supports PA Objectives A, B

GOAL# 11 Ensure 2 way communications between the Region PAO and Wing/Unit PAO's and National HQ

Description: Good communications is very important between NCR, the wings and their squadrons.

NCR/PA serves as a representative of and as advisors to National HQ, the North Central Region PA staff will maintain regular communication with NHQ/PA and CAP/PA.

The Region PAO will (Beginning in August 2008) have a phone meeting with each Wing PAO on a bi-monthly basis and host a monthly conference call for all Wing PAO's and region/wing PA team members.

Measure of Success: Quarterly reports of activity sent to CAP/PA and NHQ/PA. A log will be maintained of the conference and Wing PAO calls and this log will be shared with the region leadership.

Supports PA Objectives A, B

VIII . Annual Review

This plan will be reviewed each year in the month of January. This review will consist of a comprehensive review of the PA program as outlined in this plan. This review will go over successes, failures, areas for improvement and update goals/objectives for the next year. The review will be posted to www.ncrpao.org and serve as the annual report of the Region PAO.

Wing Commanders and PAO's will be asked for input prior to implementation of the revised plan of action.

VII . Promulgation

This plan upon approval of the region commander will be communicated to every commander and PAO in the region via www.ncrpao.org and the all-pao listserv.

APPROVED:

//////Signed/////

STEVEN W. KUDDER, Colonel, CAP
Commander

APPENDIXES:

- A. The PAO's Flight Plan
- B. Region PA Training Plan

DISTRIBUTION: 1 Each (Electronic)

NCR Wing Commanders
NCR Staff
NCR Wing and Unit PAO's
CAP NHQ/PA
CAP/PA

RECORD OF REVIEW:

Review Date	Commander's Initials
Initial Plan 16 Jan 2008	Approved by CC on 16 Jan 08



The PAO's Flight Plan

"A Path to Success as a Unit PAO"

The PAO's Flight Plan is a basic strategy that a Unit PAO can use to be successful. It is 4 simple objectives listed below:

1. Submit 1-2 releases/stories to local and CAP media monthly
2. Develop and Maintain a Unit Website
3. Publish a Unit Newsletter
4. Conduct an Outreach Event each year

1. Releases and Stories to Local and CAP Media

This is important because if no one hears about you no one knows about you. A Unit PAO should strive to get 1-2 releases out per month.

Suggested stories that the media may be interested in

- Cadet Achievements and Promotions (Milestones)
- Member successes (in and out of CAP)
- Significant Unit Events
- Actual and training Missions

Include Action Pictures if possible in your release. Nothing is more boring than a traditional Grip & Grin. Build a library of images of unit members for this purpose.

Don't forget to send copies of your releases to your Wing and Region PAO's as well as CAP Online News.

The Old CAPM 190-1 has some great ideas for releases. It and templates/samples of releases can be found on your resource DVD. CAP Online news has great examples as well.

2. Develop and maintain a unit website

It is critical for a unit to have a website that

- Tells the squadron story
- Does not duplicate materials from higher headquarters
- Has original content

- Has news and pictures of unit members doing CAP is updated regularly

3. Unit Newsletters

Successful units publish a regular newsletter. It tells the unit's story to its members and outside customers/friends and family.

Now this news letter can take any form that you and your commander agree on. Some units do a printed version, some do it as a PDF file or on a list serve or as a web page. You are limited by your creativity and resources.

The NCR PAO's Resource DVD has some samples of NCR Unit and Wing Newsletters you can look at for ideas. The DVD also has graphics and training info on what should and should not be included in your newsletter.

Make sure that your newsletter is available on your unit website.

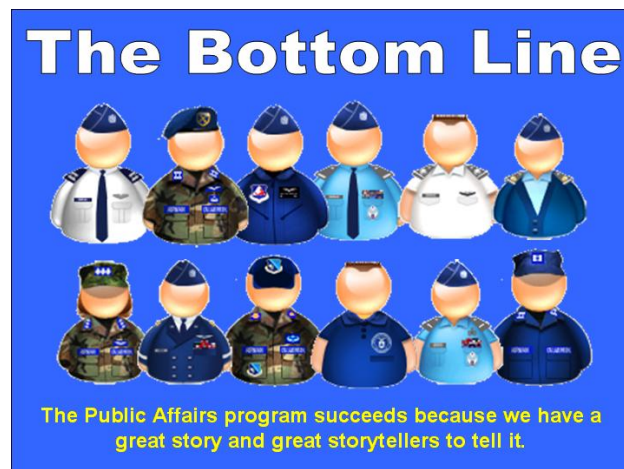
4. Community Outreach Events

You can't get support for your unit unless the community knows about you.

An outreach event or Open House can help with this. Units should do one each year to let the community know you are out there and to try and attract new members.

NCR Public Affairs has compiled some great resources to help your unit have a great open house. These are tutorials, tips on getting media attention, posters and much more.

They are available for download at: <http://www.ncrpao.org/Resources/openhouse.htm>



Public Affairs Training - Long Term Planning

Purpose:

The purpose of this plan is to establish objectives, goals and a time frame for a regional PA training program and to meet the requirements for PA planning as set out in CAPR 190-1.

Time Frame:

This training plan is effective 6 December 2007 and expires on 1 December 2010. This plan will be updated annually to reflect changing priorities, needs of the field and task accomplishment.

Execution

NCR/PA will provide support for Public Affairs Officers and Commanders that emphasizes resource sharing, mentoring, Mission Information Officer Support and training, support of the PA Specialty Track and individual learning to accomplish the CAP's Public Affairs Mission as defined in CAPR 190-1.

This will be accomplished by the completion of 7 key objectives that support the Unit PAO's Flight Plan that we promote to Unit PAO's as a basic plan of action.

KEY PAOD OBJECTIVES
Objective 1: PA Resource Website – www.ncrpao.org
Objective 2: PAO Listserv
Objective 3: PA Online Training
Objective 4: Mentoring and Outreach
Objective 5: Distributed Learning and Resource Sharing
Objective 6: CAP Journal
Objective 7: General PA Support



The Flight Plan

The PAO's Flight Plan is a basic strategy that a Unit PAO can use to be successful.

- 1. Submit releases/stories to local & CAP media**
- 2. Develop and Maintain a Unit Website**
- 3. Publish a Unit Newsletter**
- 4. Conduct an Outreach Event each year**

Integrity - Volunteer Service - Excellence - Respect

Objective 1: NCRPAO.ORG

Objective: Manage a training/resource website that will deliver training and resources to interested members especially Unit and Wing PAO's. To be updated regularly with new content. The domain name is www.ncrpao.org

The site is up and running and Phase 1 of development is complete.

The site is an information and resource for PAO's in the region. It has been in operation since November 2006 and is updated on a regular basis.

The following items were added as part of **Phase 1** which ended on 1 December 2007

- NCR Photo Album
- Resources - Open House Resource Kit
- Resources - CAP Business Cards
- Resources - CAP PowerPoint Templates
- Resources / Training - 2007 PAO Academy Presentations
- Resources - Outreach Presentation 5-2007
- Resources - New CAP "MAJCOM" Emblem
- Resources - Old CAP "MAJCOM" Emblem
- Resources – Resource DVD's
- Training – 2007 MIO Workshop
- Training – 2007 Wing Outreach Presentations/Updates
- Training – 2006 NCR Conference PA Presentations and Materials

Phase 2 includes the following enhancements:

- Website in a Box – A tool kit for units to develop and maintain effective websites.
- About the Region PA Team – Bios of the Director, Deputy Director and the Wing PAO's
- Creative Services Request – Forms
- Creative Services Request – Guidelines
- For CAP Commanders – Short trainings/presentations for CC's on PA and its roles
- Recognition Programs – PAO of the Year and other programs
- Region News Releases and Online News
- Submit a Story – Electronic form to send stories for NCR News and Wing PAO's
- Training – In-residence courses
- Training – Online Courses
- Resource CD's and DVD's and Online Secure Ordering
- Templates for News Releases and Newsletters/Unit Publications
- Become a PAO – Recruitment webpage and video for attracting new PAO's (current and new members)
- CAP News RSS Feed (filtered for NCR Wings)

The site will also have the capability of becoming a news center for major missions in the spirit of the South Dakota website. What they do is change the main page of the website into an info center on the mission. It includes all of the releases, selected imagery and links to select outside media. (Ready in January 2008)

The site will also link to the newsletter page at the main region website and provide a summary of stories featured in each issue and as part of phase 2 an RSS feed will be added to highlight stories on NCR Wings on CAP News Online.

A key part of this objective is to drive traffic to the site -- to regularly remind PAO's, commanders and interested members in the region of the resources on the website. The website will be promoted during the Deputy Director's visits to the wings, PAO Training, regular e-mail communications to the PAO's and via brochures that will be distributed to the wings and their PAO's in 2008.

Major additions and features about the site will be added to the NCR News Newsletter on a regular basis as well as the site's "What's New" page

Objective 2: PAO Communications

Objective: To foster communications with the PAO's of North Central Region.

This has been accomplished by creating 2 list-serv's that are hosted on www.ncrpao.org and the use of the CAP-PAO list-serv.

- **All-PAO's** is a list-serv that serves all of the members assigned as PAO's in E-services in the region. 75 out of 101 units have a member on this list. This list is open and is available to all interested members via the mailing list link on www.ncrpao.org 116 CAP Members are members of the All-PAO list.
- **Wing-PAO's** is a list-serv for the Region and Wing PAO's and their immediate staff. This is a closed list that is designed to foster frank discussion and create opportunities for Wing level staff for crosstalk and idea sharing. 9 CAP members are members of the Wing-PAO list.

The data for these lists comes from e-services via a monthly report produced by Lt Col Troy Campbell. From this data the list membership is updated monthly.

In future we plan to send a monthly e-mail newsletter to the PAO's providing updates and program information. This e-mail would also be sent to all commanders and the region staff.

CAP-PAO is a list-serv developed by Lt Col Marek. It is a nationwide group of people interested in CAP Public Affairs. CAP-PAO is a very effective means of communicating with a wide group of PAO's and having a link to it on ncrpao is only logical.

Objective 3: Online Training

Objectives:

- To develop knowledge of public relations and marketing skills as it relates to conducting an effective local Public Affairs and Marketing Program
- Provide a means by which the public affairs officer gains professional skills necessary to promote Civil Air Patrol, the United States Air Force Auxiliary.
- To provide specific skills training for the Mission Information Officer function in Emergency Services.

Methods:

Online Course Delivery on www.ncrpao.org

PA Orientation

PA Basic Course – Covers materials in Technician Rating

PA Senior Course – Covers Materials in Senior Rating

PA Master Course – Covers Materials for Master Rating

Please see Appendix A for detail on the 4 PAO Courses

IO Workshop – Covers specifics of the CAP Mission Information Officer (Version 0.5 completed and the MIO Handbook is posted on ncrpao.org) This is an adaptation of the MN Wing MIO Workshop

The Encampment PAO – Online Video Presentation and Downloadable Resources that talks about the role of the Encampment PAO, Mentoring and working with cadets, Best Practices and Available Resources **Oct 2008**

Unit Commander's Orientation – for CC's on PA principals, activities and media relations. **June 2008**

Wing Commander's PA Orientation – CD Course (high level program overview) **November 2008**

New Wing PAO Orientation – CD Course (Program Management Functions) **March 2008**

Developing a PA Plan that will be approved – Online Video Presentation and Templates **February 2008**

CAP Crisis Communications 101 – Online Video Presentation and Templates that supports the Crisis Communications Plan Template and the NCR requirement that each unit's leadership do Crisis Communication training each year **January 2009**

Objective 4: Mentoring and Outreach

Region PA staff makes itself available to PAO's and commanders at all levels that seek advice and assistance. This is primarily done thru e-mail and other electronic communications. A primary focus is supporting/advising Wing PAO's

PA team members will reach out to PAO's and Commanders by active participation in the Region Conference and Wing Conferences.

In 2007 the deputy director participated in 4 Wing Conferences.

His goal is to attend and present at 3 conferences (not counting MNWG) in 2008. His planned participation includes a presentation updating PAO's and interested members on region and NHQ PA initiatives, some training, 1 on 1 with the Wing PAO, distributing an updated PAO resource DVD to each unit commander and PAO/interested members.

Objective 5: Distributed Learning and Resource Sharing

Distributed (CD based) learning is a cost effective way to conduct short training sessions for selected audiences. I plan on developing these short courses that will be on a CD. They will be interactive and have video and downloadable resources.

Unit Commander's Orientation – for CC's on PA principals, activities and media relations.

Wing Commander's PA Orientation – CD Course (high level program overview)

New Wing PAO Orientation – CD Course (Program Management Functions)

Preparing for a Unit Compliance Inspection

Preparing for the Wing Compliance Inspection

Why Become a Group or Wing PAO? (A Recruiting Tool)

Resource sharing is accomplished thru the ncrpao website and via a DVD with resources that every unit PAO can use in their work.

The DVD's are distributed at Wing Conferences and at PAO/MIO Workshops. Members who would like a Resource DVD can request one electronically.

Objective 6: CAP Journal

CAP Journal is a TV show originally developed in MN Wing for public access stations and is now rolling out as a national vehicle to promote CAP primarily on community access TV stations.

PAD involvement will include

- Developing stories for the show that will be submitted to NHQ or used locally
- Creating PSA's (breaks) that can be customized for each unit (on request) and inserted into the national show.
- Insuring a version that is "TV Legal" goes out to all NCR units that would like it for online and Access TV

- Developing marketing videos for NCR and wing/unit use
- Developing a “North Central” edition of CAP Journal on an online site for local use and distribution

This is a very exciting time for online video. The capability exists for us to get our message out via such sources as YouTube and other hosting sites to a very wide audience (to include embedding video on unit websites). CAP Journal and the localized/customized editions are a cost effective way to do this.

Approvals, Review and Distribution



AL PABON, Major, CAP
Director of Public Affairs

Distribution: 1 Each (via www.ncrpao.org)

NCR Key-3
NCR Staff
NCR Wing Commanders
NCR Wing PAO's
All NCR PAO's
CAP/PA
NHQ/PM/CS/CSM/PA

Online Training

This is an outline of the project that will begin in December 2007 for North Central Region Public Affairs.

Purpose and Audience: To provide voluntary online training and reference for PAO's and MIO's on various aspects of Public Affairs (PA) Operations.

Delivery Means: Web-based video and pdf files. Additionally high quality video, PowerPoint presentations and lesson plans would be made available to Wing and Region PAO's for their use.

Please note that these courses are voluntary. They are not required for the completion of the appropriate specialty track.

They are aligned with each specialty track in that the track was broken out into a series of tasks and subtasks that would be easy to present as short presentations.

These can be used as "homework" for more advanced and structured training such as PAO training conference calls, workshops and MIO training. They can also be used as tutorials for new/veteran PAO's performing a specific task for the first time.

Part 1: Course Summaries

The PA Online training would consist of 4 courses and corresponding modules/sub-modules:

Course 1: Public Affairs Orientation

Course 2: Public Affairs Basic Course (Corresponds to Technician Rating)

Course 3: Public Affairs Senior Course

Course 4: Public Affairs Master Course

Each course is described in this document.

Each course has a series of presentations that the member completes. They are designed to present "nuggets" of each major topic in an easy to digest and "jargon free" manner. The videos are designed to go over the broad themes of the lesson and present key principals, themes and ideas.

There are no tests or performance measures in this course. I designed the courses this way so a PAO can go to the appropriate module and make use of the materials as he sees fit.

Course # 1: PUBLIC AFFAIRS ORIENTATION

This orientation is designed for the new Unit PAO and Commanders at all levels. It gives a new PAO (that we are assuming is a new/relatively new member) and Commanders a view of the CAP PA Program and its importance to the success of the Civil Air Patrol at the Local, State and National levels.

TRAINING MODULES:

Welcome to Civil Air Patrol – An Overview (missions, structure)

Welcome to Civil Air Patrol – Historical Overview – Beginnings, World War II and Post War

Welcome to Civil Air Patrol – Historical Overview – The 1950's and 1960's

Welcome to Civil Air Patrol – Historical Overview – The 1970's and 1980's

Welcome to Civil Air Patrol – Historical Overview – Into the New Century

Welcome to Civil Air Patrol – Historical Overview – 9-11 and into the Future

CAP Officer Professional Development Levels 1-3

What is the PAO – What have I gotten myself into?

CAP Marketing Strategy – National Strategy

CAP Marketing Strategy – Making It Work at the Squadron

PAO Resources and the Unit PAO's Best Friend

The PAO's Flight Plan

CAPR 190-1 - An Overview

PAO Recognition Programs

The Importance of the CAP Uniform

Course # 2: PUBLIC AFFAIRS BASIC COURSE

This course is intended for the entry level PAO. It is designed to encourage, promote, and instruct the basic professional skills necessary to implement a good basic PA program at the squadron level.

TRAINING MODULES:

PAO Basics – Public Relations Overview

PAO Basics – Journalism Overview

PAO Basics – Photography

Media Contact Lists

Reaching out to your local media

The News Release – Why we do them

The News Release – What we do them on

The News Release – Format and Style

The News Release – Sending it to the world

CAP Public Relations Planning – The PA Plan

CAP Public Relations Planning – The Planning Meeting

CAP Public Relations Planning – Working with your Commander

CAP Public Relations Planning – Measurements

CAP Crisis Communications – Basics and Strategy

CAP Crisis Communications – Implementation

CAP Crisis Communications – Planning

Outreach – Presenting CAP to an outside group

The Squadron Newsletter – Basics

The Squadron Newsletter – Production

The Squadron Newsletter – Delivery Method

The Squadron Website – Basics

The Squadron Website – Content

The Squadron Website – Implementation and Hosting

The Squadron Website – Follow-up and Updates

The Role of Cadets in a Successful Unit PA Program

The Encampment PAO

The CAP Mission Information Officer – An Overview and the value of the MIO in Public Affairs

Course # 3: PUBLIC AFFAIRS SENIOR COURSE

This course is designed to assist an experienced unit PAO with advanced program and management information. It also begins training in the Mission Information Officer role and functions.

TRAINING MODULES:

CAP's Role in the Nation
CAP's Role in the Community

Learning Opportunities for PAO's

Technology and the PAO – The Squadron Website
Technology and the PAO – Digital Pictures Overview
Technology and the PAO – Digital Video Resources

CAP Officer Professional Development Levels 4-5

The Squadron and The PAO – Supporting the Unit
The Squadron and The PAO - The CC's Right Hand Man

The Squadron and The PAO – The PA's Role in Recruiting and Retention
The Squadron and The PAO – The PA's Role in Fundraising

The Squadron and The PAO – The Unit PA Seminar/Workshop

The Squadron and The PAO – Unit Special Events
The Squadron and The PAO – The Open House

The Mission Information Function – An Overview
The Mission IO – An MIO is not a PAO

Getting Ready for a Mission - MIO Checklists
Getting Ready for a Mission – The MIO Kit and The MIO's Uniform

Arriving at the base - Checking In, Your Credentials
Arriving at the base – Check in with the IC and Starting the Mission Log

Prepare the Initial Press Release - Starting Point, Format, What to say and what not to say
Prepare the Initial Press Release – Approvals, where to send it and Follow-up releases

Working with the Media - Three basic principles of working with the media
Working with the Media - Targeting Your Audience, Selecting a Target Audience
Working with the Media - Understanding the Media

When The Media Shows Up - What to do
When The Media Shows Up - Preparing the Staff/Team Members
When The Media Shows Up - What to show and what not to show the media

Prepare the Closing Release

Going Home – Close out log, turn over files, Report to Wing/PA

The Mission IO and Value Added Public Affairs

Course # 4: PUBLIC AFFAIRS MASTER COURSE

This course prepares the PAO for work at CAP's highest operational and management levels. The course addresses the role and functions of Higher Headquarters (HHQ) PAO's, prepares a PAO to be an expert advisor to the commander and addresses the HHQ PA's role in mentoring unit PAO's.

PAO's can find these materials useful as they become a Wing PAO or Region PA Director.

TRAINING MODULES:

The Role of the Group PAO
The Role of the Wing PAO – Overview, Organization and Program Management
The Role of the Wing PAO – Training
The Role of the Wing PAO – Mission (ES, CP and AE) Support to the Wing
The Role of the Wing PAO – Supporting your Wing Commander
The Role of the Wing PAO – In Emergency Services

The Role of the Region PA Director
Environmental Trends and CAP
Conducting a PAO Workshop
Conducting Ongoing Training for Unit PAO's
Communicating Ideas and Policy to Unit PAO's
Adapting Nationally Produced Materials for a local Audience
Mentoring Unit PAO's
Mentoring Unit Commanders